

**C-4143**

**Sub. Code**

**30224**

**M.B.A. DEGREE EXAMINATION  
DIGITAL MARKETING AND E-COMMERCE  
APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION  
Second Semester  
SALES AND DISTRIBUTION MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by sales management?
2. What is meant by distribution management?
3. Give the objectives of sales force.
4. Define recruitment.
5. Define budgeting.
6. What is meant by sales control?
7. What is meant by franchising?
8. What is meant by wholesaler?

9. Define retailing.
10. What is meant by advertising?

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) What are the objectives of sales management?

Or

- (b) What are the nature and scope of sales management?

12. (a) What are the objectives of sales force management?

Or

- (b) What is sales force recruitment?

13. (a) Explain about sales forecasting.

Or

- (b) How to prepare the monthly sales plan?

14. (a) What are the importance of marketing channels?

Or

- (b) What are the advantages of Franchisee?

15. (a) Explain the nature and importance of retailing.

Or

- (b) What are the types of retailers?

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Enumerate the functions and significance of marketing channels.

Or

- (b) Explain the role of marketing channels in the dynamic marketplace.

17. (a) Discuss about the selection and training the sales force.

Or

- (b) Discuss about the compensation and evaluation of sales force.

18. (a) Explain the process of appointment of franchisee.

Or

- (b) Discuss the New Trends in Retailing.

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**DIGITAL MARKETING AND E-COMMERCE**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Second Semester**

**DIGITAL BRANDING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on Business Value.
2. What is Digital Display?
3. How do you create content?
4. What is content Auditing?
5. What is meant by user generated content?
6. What is product development?
7. What is advergaming?
8. What is meant by Gamevertising?

9. What is localization?
10. What is Ad Aggregation?

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) What are the objectives of Campaign?

Or

- (b) What are Advertising Formats?

12. (a) Write a note on :

- (i) Idea creation  
(ii) Content Creation.

Or

- (b) How to Identifying prospects in content marketing?

13. (a) What are the Types of Co-Creation?

Or

- (b) What are the advantages of Product Development?

14. (a) What are the gamification techniques in digital branding?

Or

- (b) What are the role of Fun theory in digital branding?

15. (a) What are the distribution channels in digital marketing?

Or

- (b) Give the importance of intellectual property and media.

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Enumerate the laws and guidelines of digital Advertising in India.

Or

- (b) What is Campaign planning and Budgeting? Describe the key activities for any one of these.

17. (a) What is content marketing? What are the key stages to set up and successfully execute a content marketing plan?

Or

- (b) Briefly explain the traffic generation in content marketing.

18. (a) What is the future scope of media life cycle cases?

Or

- (b) Briefly discuss about the impact of COVID-19 on media consumption in India.

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**30226**

**M.B.A. DEGREE EXAMINATION**

**DIGITAL MARKETING AND E-COMMERCE**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Second Semester**

**SEARCH ENGINE OPTIMIZATION AND SEARCH  
ENGINE MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Google Ad Words Account?
2. What do you mean by PPC?
3. What is an AdRank?
4. What do you mean by keywords setup?
5. What is SEO?
6. What do you mean by SERP?
7. What is Keywords?

8. What do you mean by Traffic?
9. What do you mean by Web pages?
10. What is HTML?

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the importance of Paid Marketing.

Or

- (b) What are the types of campaigns?

12. (a) Explain the Quality Score Optimization.

Or

- (b) What is the significance of Ad Words Ad Formats?

13. (a) Elaborate the importance of SEO.

Or

- (b) Explain the features of SERP.

14. (a) Explain the Elements of keywords.

Or

- (b) Elaborate the Google planner tool.

15. (a) Explain the advantages of Web page.

Or

- (b) Elaborate the Scope of Keyword optimization.



**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Discuss the Challenges of bidding strategy.

Or

- (b) Elaborate the advantages and disadvantages of Paid marketing.

17. (a) Elaborate the merits and demerits of search engine.

Or

- (b) Elaborate the different types of traffic.

18. (a) Explain the Meta tag creation.

Or

- (b) Discuss significance of Internal Linking.
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